

## GULF COUNTY RESTORE ACT PROJECT PRE-PROPOSAL FORM

Project Name: From the Heart Music Hour

Submitting Entity: WFSU television and From the Heart Studios

Please select one or more eligible activity that the project is classified under:

- ☐ Restoration and protection of the natural resources, ecosystems, fisheries, marine and wildlife habitats, beaches, and coastal wetlands of the Gulf Coast region.
- ☐ Mitigation of damage to fish, wildlife and natural resources.
- ☐ Implementation of a federally approved marine, coastal or comprehensive conservation management plan, including fisheries monitoring.
- ☒ Workforce development and job creation.
- ☐ Improvements to or on State parks located in coastal areas affected by the Deepwater Horizon oil spill.
- ☒ Infrastructure projects benefitting the economy or ecological resources, including port infrastructure.
- ☐ Coastal flood protection and related infrastructure.
- ☐ Planning assistance.
- ☒ Promotion of tourism and seafood in the Gulf Coast region.

- I. Please provide an executive summary of the project. Describe/quantify the economic (jobs, infrastructure, tourism, etc.) and environmental benefits (habitat, quality, knowledge, long-term sustainability, etc.).

From The Heart Music Hour is an ongoing collaborative project produced by From the Heart Recording Studio and currently aired on WFSU-TV. WFSU, a N. Florida PBS affiliate, has a broadcast coverage range which includes Madison to Santa Rosa County, as well as parts of Southern GA and Alabama. Six episodes have been produced over the last four years, two of which were aired on ABC. The most recent episode, featuring CMA Grammy award winning artist Billy Dean, aired in November, 2012 and was produced and filmed almost entirely on location in Gulf County. The upcoming episode was filmed on location in Ireland in August of 2012 and features performances by artists from Ireland and N. Florida including artists from Gulf County. It will air as a two hour special on WFSU this spring.

We are proposing that From the Heart be funded to produce ten episodes of "From the Heart Music Hour" in Gulf County over the next three years that meet PBS national broadcast quality standards. There will be a total of twenty nights of live two hour shows filmed in Gulf County which will be edited into ten, two hour episodes of From the Heart Music Hour. The shows will be broadcast on WFSU and will be offered to PBS National and other regional PBS affiliates. International distribution to the BBC and other foreign public access stations is a possibility. Each episode will feature a nationally known artist as headliner along with selected southeastern area musicians.

There will be a large direct economic impact for Gulf County. The production of a show of this magnitude requires film crews, audio crews, lighting and stage crews. The producers, directors, technical crews, and performers will all require hotel rooms and meals for four nights per episode. Location scouting must be done to prepare for each show and will require additional trips to the area. Catering services will be needed for on set meals, dressing room food, and after party meet and greets with the artist. Gulf County businesses will collect venue fees (when applicable) including utilities. The production will rent tables and chairs, purchase supplies and materials for set design, hire stagehands, merchandise sales people, and clean up crews from Gulf County.

The publicity required to fill the seats for each live show will be beneficial to all Gulf County businesses. The people who come for the show will need hotel rooms and meals. People who have never been in the County before and are coming to see the advertised musicians, will come again after they experience all we have to offer. The show will get them here and the beauty and hospitality of Gulf County will keep them coming back. The beaches, rivers and forests of Gulf County will be featured as visual backdrops during each television episode.

This project could tie in well with the restoration of The Port Theater. The first episode of the show could be filmed in the unreconstructed theater with temporary stage and seating, depending on venue availability and insurance requirements. We anticipate that we would be able to film the 10<sup>th</sup> episode of the show in the completely renovated theater. We could film the progress of reconstruction when we return for each subsequent show and provide the backdrop for a wonderful documentary of the entire restoration process.

Money will be budgeted to establish or improve additional venues in Wewahitchka and Port St. Joe. For example, funds from this project might be used to assist with the acoustic overhaul of the Centennial building, allowing it to be a much more versatile venue for other events in the future.

After producing an episode every four months for three years we hope to build a large enough audience to continue once the Restore funding is exhausted. This show could be one of the new Port Theater's "anchor" features, contributing to the overall financial health of Gulf County arts. And we would strive to coordinate with well established Gulf County music events, such as Blast on the Bay Songwriters Festival and the Scallop Festival, in hopes of featuring segments from those events and their performers on the show.

- III. Please provide a cost summary/budget. Detail any matching/cooperative funds available for use, and any cooperative support from governmental or other agencies.

Please see the attached budget.

WFSU will be the fiscal sponsor of the project, providing accounting services and fund management. WFSU will in addition be the host PBS affiliate for these 10 episodes, providing technical direction to insure compatibility with PBS national programming guidelines and federal and state requirements concerning PBS programming. They will act as point of contact for other PBS affiliates requesting content and permission to air the programs produced under this arrangement as well as the sponsor affiliate in the effort to distribute these 10 episodes to PBS national. They have successfully produced and been approved for PBS national distribution for past programming.

- IV. Please provide a timeline for project completion. Explain the technical and environmental feasibility (including any permitting considerations) of the project.

After initial funding of the project, it will take 4-6 months to set up production of the first episode. After the first show, subsequent shows will be filmed on an every four month schedule for a total of 10 shows.

Setting the first show in the Port Theater will depend upon the status of the Port Theater project, and verification by video and sound directors that the site can successfully be used in its current state. Insurance requirements could also be a factor. If not available for use, other venues will be selected and prepped.

Coordinating production at the Centennial building will depend upon the timing of the other planned restoration activities, and the acoustic quality of the end product.

- V. Please provide the qualifications of the Submitting Entity, the financial feasibility/sustainability and the economic feasibility and sustainability of the project (probability of success, etc.).

WFSU, the executive producer and fiscal sponsor, is a governmental, non-profit, component of an educational institution.

Contacts at WFSU are: John J. Kwak  
Director of Development  
University Communications  
WFSU-TV/FM  
Phone: 850-487-3170  
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Phone: 850-487-3170  
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Please see the attached resume for producer Rick Ott. Mr. Ott has worked in the music industry his entire life. He has the knowledge and skills necessary to recruit nationally known performers. In addition he is familiar with all aspects of production and has an established working relationship with WFSU.

VI. Please provide the anticipated results of the project, and whether it is included in a City of Port St. Joe, City of Wewahitchka or Gulf County Comprehensive and Mitigation Plan?

The immediate production expenses of this project will directly infuse dollars into the local economy in a predictable fashion for at least three years and possibly much longer. In addition it will be a powerful ongoing advertising vehicle for Gulf County nationally and possibly internationally. It will also tie in with other projects, particularly the Port Theater restoration and Centennial building improvements, designed to bolster the arts in Gulf County.

Submitted By:

Rich/H OH  
Signature

2/25/2013  
Date

From The Heart  
Company Name

P.O. Box 399 (55 Rose St physical)  
Address

Sopchoppy Fl.  
Address

850-962-5282  
Telephone Number

fromtheheartrecordingstudio@gmail.com  
E-mail Address (if applicable)

## **Budget - From The Heart Music Hour (Per Episode Production Cost)**

1) Lighting and Set Design	\$15000.00
2) Audio Production	10000.00
3) Video Equipment Rental	24000.00
4) Video Director and Crew	15000.00
5) Audio Post Production	6000.00
6) Video Post production	20000.00
7) Production Management	20000.00
8) Administrator (WFSU)	5000.00
9) Location Fee's	6000.00
10) Musicians Fees	50000.00
11) Travel Lodging & Transportation	12000.00
12) Promotion	15000.00
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	198,000.00

<b>Total Budget Ten Episodes</b>	<b>\$1,980,000.00</b>
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**Rick Ott**  
**From the Heart Recording Studio**  
**P O Box 399**  
**55 Rose Street**  
**Sopchoppy, FL 32358**

Phone: (850) 962-5282

Email: [fromtheheartrecordingstudio@gmail.com](mailto:fromtheheartrecordingstudio@gmail.com)

Rick Ott has worked in audio, lighting and stage production since the late 1970's. He began his career in the music business and has most recently moved into television production. Rick is well known in the North Florida music industry and has contacts in the music business throughout the United States.

**Work History:**

**1980 – 1990's**

Founder, chief audio engineer and technician, and production and operations manager for "Reel Rock Productions," one of North Florida's largest sound and lighting companies. The company is still in existence.

Manager and chief engineer of Flamingo Recording Studio.

Freelance audio engineer for Blue Sky Bluegrass, a television series developed by WFSU. The show aired on PBS affiliates in the Southeastern United States, and featured nationally recognized artists, such as Doc Watson. Rick has maintained a long-standing working relationship with WFSU, its staff and management.

Provided Tallahassee and Albany Civic Centers with production personnel and equipment for several years after they initially opened.

Provided personnel and equipment for many major artists' shows touring the Southeastern United States.

**1990 - 1995**

Radio Communications for the City of Tallahassee –job duties included maintaining and operating the city sound system and installing a 2 way communication system for city police, fire, undercover and federal law enforcement vehicles.

**Rick Ott**  
**Sopchoppy, FL**

[fromtheheartrecordingstudio@gmail.com](mailto:fromtheheartrecordingstudio@gmail.com)

### **1996 – Present**

Founded “From the Heart Recording Studio,” which provides multitrack recording and live sound and light production.

Conceived, directed, and produced “From the Heart Music Hour.” From The Heart Music Hour began as a radio show which ran for several years. In conjunction with WFSU-TV, the program grew into a television production designed to showcase regional and national artists. Seven episodes have been produced to date. Six episodes have already aired. The seventh is set to air in the spring of 2013.

From the Heart Recording Studio has been responsible for sound production, and often set design and lighting, for a number of North Florida and South Georgia music festivals, including the Blue Crab Festival, Worm Grunting Festival, 4<sup>th</sup> of July Sopchoppy Festival, and Blast by the Bay.

BOARD OF COUNTY COMMISSIONERS  
GULF COUNTY, FLORIDA

**RESTORE ACT COMMITTEE (R.A.C.)**

1000 CECIL G. COSTIN SR. BLVD., ROOM 312, PORT ST. JOE, FLORIDA 32456  
PHONE (850)229-6144 • FAX (850) 229-9252 • EMAIL: tkopinsky@gulfcounty-fl.gov

**PUBLIC RECORDS POLICY AND PUBLIC ACCESS ACKNOWLEDGMENT FOR  
GULF COUNTY RESTORE ACT APPLICANTS**

I, Rick Ott the undersigned authority and/or representative of the  
entity WFSU and From The Heart Studio and or the individual who has submitted the Gulf County  
RESTORE Act Proposal/Pre-Proposal titled From The Heart Music Hour  
hereby acknowledge, consent and accept the following representations that coincide with my/our submission  
for consideration, evaluation and possible recommendation and approval by the Gulf County Board of County  
Commissioners for funding from the RESTORE Act distribution that strictly complies with the guidelines and  
regulations set forth under the Restoration and Ecosystems Sustainability, Tourist Opportunities and Revived  
Economies of the Gulf Coast States Act of 2012:

1. I/We am the authorized representative of the application/pre-proposal referenced above.
2. I/We have thoroughly reviewed and familiarized myself and/or my entity on which I have submitted the application/pre-proposal on behalf of with the entirety of the Gulf County Public Records policy.
3. I/We have thoroughly reviewed and familiarized myself and/or my entity on which I have submitted the application/pre-proposal on behalf of with the entirety of the Florida Statute Chapter 119 which controls and permits public access to information.
4. I/We hereby acknowledge, consent and agree to the controlling policies and statutes above as well as the free and open exchange of any and all submissions provided hereunder this application/pre-proposal and all information exchanged hereafter including but not limited to further amendments to these proposals as well as surveys, studies, research, data production, books, drawings, property records, work papers, county owner lists, files, forms, reports, accounts, documents, manuals, handbooks, instructions, printouts relating in any manner for the production of the application. In addition, all papers, notes, data, reference material, documentation, programs, printouts, and all other media and forms of expression that in any way include, incorporate or reflect any confidential information of what ultimately shall become the Gulf County plans for use and application of the RESTORE Act funding.
5. I/We acknowledge, agree and fully consent to cooperate with the appointed Gulf County RESTORE ACT committee, county officials and staff as a continuing obligation and condition of final review for this RESTORE Act application/pre-proposal.
6. I/We have submitted this acknowledgment to Gulf County RESTORE Act Committee and the Gulf County Board of County Commissioners for the purpose and intent of receiving an evaluation, review and possible recommendations for anticipated funding from the Restoration and Ecosystems Sustainability, Tourist Opportunities and Revived Economies of the Gulf Coast States Act of 2012.

Richard H. Ott  
Signature of RESTORE Act Applicant

Date: 2/26/2013

Richard H. Ott  
Printed Name